

WORDS OF PRAISE.

The following endorsements from the Press, Financial Institutions and Customers Prove Not Only the Great Merit of the Kellerstrass Whisky, but the Company to Be the Greatest Distilling Company in the World.

The Kellerstrass Distilling Company of Kansas City, Mo., the proprietors of Kellerstrass Rye Whisky, have one of the most completely equipped plants of the kind in the world. They produce the whisky, bottle it, pack it for shipment and send it direct to the consumer without ever allowing it to pass through the hands of a dealer. By this method of dealing the purity of the whisky is insured, and the company can guarantee its uniform quality and delivery to the consumer.—St. Louis Bulletin, Nov. 2, 1902.

Kellerstrass Rye is the best-known whisky in the world. Every town and hamlet from one end of the country to the other has its supply of the Kellerstrass Distilling Company of Kansas City, Mo. The phenomenal success of this company is due to the merit of its whisky. They are extensive distillers, and are known from years of experience in the distilling business that, unlike any other, the real merit of their product would make its name known.—New York World, Nov. 3, 1902.

The delicious flavor and the purity of Kellerstrass Rye is preserved. This well-known whisky is made by the Kellerstrass Distilling Company of Kansas City, Mo. Millions of bottles of it have been sold and not a single customer has ever expressed an unfavorable opinion. It is a rare, valuable brand, and certain to become well known to the high grade of the American whisky.—Chicago American, Nov. 8, 1902.

A striking example of the wonderful results produced by modern business methods is the Kellerstrass Distilling Company of Kansas City, Mo. This company, since its start in 1880, has had thousands of customers coming to all parts of the country.—New York Journal, Nov. 1, 1902.

It pays to satisfy people at the day and age. The manufacturer who sells on a basis of satisfaction or money back plan and adheres to it strictly is sure to succeed. The Kellerstrass Distilling Company of Kansas City, Mo., has fully demonstrated this principle. Their great success under these conditions is a most remarkable, after all, Minneapolis Tribune, Nov. 7, 1902.

The development of the mail-order business in the last few years has been little short of marvelous. It is now possible to buy and sell almost anything on the mail-order plan. The Kellerstrass Distilling Company of Kansas City, Mo., which has been known for its purity of its whisky, has adopted the plan of sending direct to the consumer. The business of the company has developed until the entire output of its distillery is now sent in this way, and it is said the "express companies are almost swamped by the enormous shipments that come out from the Kellerstrass Company every day."—Commercial Appeal, Memphis, Nov. 4, 1902.

Kellerstrass Rye, the famous whisky of the Kellerstrass Distilling Company of Kansas City, Mo., is known and used by more people than any other brand of whisky. Its wonderful popularity is due to its absolute purity and delicious flavor. In order to avoid any possibility of adulteration, the Kellerstrass Company sends their whisky direct from their distillery to the consumer, never selling to dealers, under any circumstances. They guarantee the quality of the whisky and will refund money in case it does not prove perfectly satisfactory. That it is all true is proven by the fact that the company has over 50,000 regular customers residing in all parts of the United States and Canada.—Burlington (Ia.) Hawkeye, Nov. 18, 1902.

Kansas City, Mo., boasts of the fact that it has the largest mail-order whisky house in the world. This is the Kellerstrass Distilling Company, which has established a national reputation for the purity of its whisky. This company has fully 50,000 customers and ships whisky to every State and Territory in the Union.—Hartford Post, Nov. 4, 1902.

To eliminate the middleman's profits and the expense of handling goods twice is to lower the price to the consumer without lowering the quality. This is an abstract proposition that has been expertly applied by the Kellerstrass Distilling Company of Kansas City. The combination of low price and high quality has resulted in building up a business that threatens to make Kentucky look to her heels. The company manufactures and bottles its own goods and sends direct to the consumer. It turns out 50,000 quarts of whisky every twenty-four hours for export, and it spent \$100,000 last year for packing space in additional buildings, so completely has Mr. Kellerstrass organized the immense business that it is characterized by readiness and promptness no less than by great prices and quality.—Chicago Inter-Ocean, Nov. 8, 1902.

The adulteration of whisky has become so universal a practice it is almost impossible for the consumer to secure a pure whisky that is absolutely pure. This is not the fault of the distiller, but the middle man or retail dealer. The Kellerstrass Distilling Company of Kansas City, Mo., in order to insure the whisky reaching the consumer in the same pure state that it leaves the distillery, has adopted the plan of selling and shipping direct to its customers. That this plan is proving popular is evidenced by the fact that the Kellerstrass Company has grown to be the largest whisky house in the world.—Atlanta Constitution, Nov. 4, 1902.

Some dealers adulterate their whisky because they can thus make a larger profit. That they make a serious mistake is demonstrated by the wonderful success of the Kellerstrass Distilling Company of Kansas City, Mo., which has built up its enormous trade entirely by selling a whisky that is absolutely pure. This company sends millions of bottles of its famous whisky every year and is generally considered to be the largest whisky house in the world.—Omaha Bee, Nov. 7, 1902.

The wonderful growth of the Kellerstrass Distilling Company, from a small concern to the largest mail-order whisky house in the world, demonstrates beyond all doubt the up-to-date business methods, when coupled with an article of merit, produce wonderful results. This company, which is located in Kansas City, Mo., has achieved its great success by selling the highest grade whisky at a price heretofore charged for the inferior grades.—St. Joseph Gazette, Nov. 15, 1902.

Kellerstrass Rye is used regularly by more people than any other brand of whisky in the world. The whisky is noted for its purity, its delicate flavor, and its uniformity of taste and color. The Kellerstrass Distilling Company of Kansas City, Mo., deals with their customers direct. They employ no salesmen and do not sell to dealers. They claim that this is the only way they can be sure of their customers receiving the whisky in the same pure state it leaves the distillery.—St. Joseph News, Nov. 15, 1902.

\$5.00 is a pretty big expense bill, but this was the amount paid to the express companies last year by the Kellerstrass Distilling Company of Kansas City, Mo. This company ships its whisky direct to its customers and is undoubtedly the largest company of its kind in the world. The Kellerstrass Company guarantees its whisky to be absolutely pure and agrees to refund money if it does not prove perfectly satisfactory.—Chicago Saturday Blade, Nov. 8, 1902.

Gouverneur, N. Y., July 20, 1902.—Kellerstrass Distilling Company, Kansas City, Mo.: Gentlemen—The whisky I ordered of you, eight bottles of 10-year-old Rye, came all right and is the best whisky I have used in a long time. Your bottles hold a full quart and if any man wants a first-class article he will make no mistake in ordering from you. You can rely upon getting my trade as long as you ship us the goods. You will hear from me again. Friends of mine who have sampled your whisky claim it to be superior to any other brand they have ever used. Yours truly, MICHAEL HILLY.

Oberlin, Kan., Oct. 8, 1902.—Kellerstrass Distilling Company, Kansas City, Mo.: Gentlemen—I can tell you that the whisky I received from you is the best whisky I have ever drunk in my life. My friends declare also that it is the best whisky they have ever drunk. You can rely upon getting my trade as long as you ship us the goods. You will hear from me again. Friends of mine who have sampled your whisky claim it to be superior to any other brand they have ever used. Yours truly, JOHN S. HILL.

Chandler, Minn., Sept. 10, 1902.—Kellerstrass Distilling Company, Kansas City, Mo.: Gentlemen—Accept my thanks for your promptness in sending my goods. I am well pleased with it and will do all I can to recommend your goods to my friends and neighbors, and you can use my name in any way you see fit in spreading the name and fame of your goods, as there is no question but what it is the best in the world. We have never had in this locality. Yours truly, JOHN S. HILL.

Mapleville, Ark., Aug. 20, 1902.—Kellerstrass Distilling Company, Kansas City, Mo.: Dear Sirs—I guess you thought I had forgotten you, but I never forget a good thing in fall and winter, and I have with me in order for the holidays a case of your 10-year-old Rye, as it is the best whisky we have. There is no use of your writing me any letters, as you will always find my trade as long as I use any whisky. Yours truly, W. E. WHITSTONE.

Monticello, Ill., Nov. 16, 1902.—Kellerstrass Distilling Company, Kansas City, Mo.: Gentlemen—I wish to thank you for your promptness in sending me my last order. It gives me pleasure to recommend your goods to my friends. They are fine and truly merit all I can say in their favor. I have allowed my best friends to drink the Rye simply because I wanted to get your goods before the people, thereby getting them in line for to some institution, as your goods and dealings betrays me in making this statement. I have had work done for a number of years and fully appreciate a fine whisky. You will hear from me often. Y. W. ANDERSON, P. O. Box 54.

Shiloh, Centre, N. Y., Nov. 15, 1902.—Kellerstrass Distilling Company, Kansas City, Mo.: Gentlemen—The whisky I got from your distillery is just Rye, A. No. 1, the best I have had from any firm, and I have had some from several other firms. I can recommend it to every one as the best and purest whisky I have had in several years. Very truly yours, G. W. FIOR.

Hamburg, Ark., Sept. 17, 1902.—Kellerstrass Distilling Company, Kansas City, Mo.: Gentlemen—I desire to say a word in favor of your whisky. I have been using it for nearly ten years and can truly say that it is the most delightful and invigorating beverage that I have ever drunk. For purity and excellence it is unsurpassed. Before I began using it I suffered greatly with general debility, but since using it my health is greatly improved and my farm work has become a real pleasure. Yours truly, W. E. WHITSTONE.

The American National Bank of Kansas City, Mo., Sept. 21, 1902.—To Whom It May Concern: We take pleasure in recommending to the business community the Kellerstrass Distilling Company of this city, of which Mr. Ernest Kellerstrass is president. Ever since they were established in this city they have transacted their banking business with us, and we have watched with interest the wonderful growth of their business. Their phenomenal success is an unfailing indication of integrity, knowledge and indefatigable energy. We have given them permission to use our bank as reference, having answered many inquiries about them, and there is not a single case reported to us that did not come up to our recommendation. We wish this progressive firm abundant success in the future, to which they are certainly entitled, and, no doubt, will obtain. Very truly yours, G. B. GRAY, Cashier.

Trustee Bank of Kansas City, Kansas City, Mo., Sept. 21, 1902.—To Whom It May Concern: I take pleasure in stating that I have for several years done business with the Kellerstrass Distilling Company of this city, of which Mr. Ernest Kellerstrass is president, and that our relations have been most satisfactory. Their credit standing is first-class, and the wonderful growth of their business during the past five years is abundant evidence of their square dealing with their customers. Yours very truly, J. R. DOMINICK, President.



4 FULL QUARTS

THE BEST WHISKY MADE

\$3.15

EXPRESS CHARGES PREPAID

KELLERSTRASS
DISTILLING COMPANY

KANSAS CITY, U. S. A.